

Mark Scheme (Results)

Summer 2014

GCE Travel and Tourism (6993/01)
Unit 7: Responsible Tourism

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Question Number	Answer	Mark
1 (a)(i)	1 mark for each correct stage: X – exploration Y – stagnation	(2)

Question Number	Answer	Mark
1 (a)(ii)	1 mark for each key characteristic of the exploration stage. Eg <ul style="list-style-type: none"> • visitors are explorers (0) • lack of infrastructure (1) • few independent visitors (1) • likely to be independent travellers and backpackers rather than tourists (1) • unspoilt (1) • small number of visitors (1) • locals welcoming (1) • attracted by culture and environment (1) • no negative impacts (1) • natural beauty (1) • undeveloped for tourism (1) 	(3)

Question Number	Answer	Mark
1 (a)(iii)	1 mark for each appropriate example. Credit may be given for tourist destinations resorts, islands, towns, cities or smaller scale areas/regions in the UK or overseas. Eg. <ul style="list-style-type: none"> • Benidorm • Magaluf • Ibiza • Liverpool • Manchester 	(2)

Question Number	Answer	Mark			
1 (b)(i) computer	1 mark for correct sector:				
	Organisation/Sector		Private	Public	Voluntary
	Belfast City Council			✓	
	Harcourt Construction (NI) Limited		✓		
	Titanic Foundation Limited				✓
	Northern Ireland Tourist Board			✓	
		(4)			

Question Number	Answer	Mark
1 (b)(ii)	<p>Up to 3 marks for description of each role. Expect some reference to tourism or tourism development. May be implied. No marks for principles. Max 1 mark if generic roles. <i>Do not credit repetition of roles.</i></p> <p>Eg.</p> <p>Belfast City Council</p> <ul style="list-style-type: none"> • Makes sure jobs are created for locals (1) • Ensure development is sustainable (1) • Grants planning permission (1) for all new tourism developments in Belfast (1) • Works with private sector companies such as Harcourt (1) to gain funding (1) for new tourism developments (1) <p>Northern Ireland Tourist Board</p> <ul style="list-style-type: none"> • Attracts tourists (0) • Promotion/Advertises the area (1) • Promotes/advertises the area to domestic visitors (1) • Increase visitor numbers (1) • Provides information for visitors (1) • Promote Belfast (1) to domestic and overseas visitors (1) • Promotes the tourist attractions, accommodation (1) in Belfast to domestic visitors (1) • Advises government (1) on its strategic plan (1) and how to attract tourists to Belfast (1) • Promotes new attractions (1) such as Belfast Titanic (1) to overseas visitors (1) <p>Titanic Foundation Limited</p> <ul style="list-style-type: none"> • Fundraising/ donations (1) • Promotes heritage (1) • Preserves culture (1) • Ensures the story of the Titanic is never forgotten (1) • Educates visitors (1) on the history of shipbuilding (1) using interactive displays (1) <p>For full marks must be applied to Belfast.</p>	(9)

Question Number	Indicative Content
<p>1(c)</p> <p>QWC</p>	<p>Responses may vary but are likely to include -</p> <p>Characteristics of rejuvenation</p> <ul style="list-style-type: none"> • the destination is regenerated – <i>Titanic Quarter</i> • redundant old, derelict and empty building are refurbished - <i>docks</i> • the destination gets a new lease of life – <i>vibrant, renaissance of culture</i> • may attract funding from government or private sector investment – <i>Harcourt and Belfast Harbour £50m</i> • destinations rebrand themselves – <i>business/short break destination/events and festivals</i> • the area is cleaned up - <i>docks</i> • the infrastructure might be improved - <i>port</i> • destination targets a different market – <i>eg cruise market (initiative) and business and conference market – Belfast Waterfront</i> • local people benefit from improvements to the environment <i>old docks have been modernised turned into attractions and venues, Belfast Waterfront</i> • Destination looks more attractive and appealing to attract new visitors – <i>boutique hotels such as Benedict’s of Belfast</i> • Transport links might be improved such as the port and this would <i>benefit locals may be cheaper to sail to rest of UK</i> • New hotels or tourist attractions may be built – <i>Belfast Titanic</i> • re-employment for those who may have lost their jobs – <i>link to employment stats/benefits</i> • House prices go up as the area becomes more desirable <p>Positive Impacts</p> <ul style="list-style-type: none"> • Employment opportunities – link to all new developments. Although there are 25,000 full time jobs in tourism, it is likely that many of these may only be on minimum wages • More money from tourism – link to stats • High spending overseas market, growing but still only representing 30% of trips so needs marketing. • Improved image, more desirable so house prices go up and local residents may not be able to afford to live in the centre. • Preserving heritage of the city especially shipbuilding, titanic and architecture • Raising awareness Belfast Titanic very much educating

		<p>visitors</p> <ul style="list-style-type: none"> • Area looks nicer, council tax for local people may have gone up to pay for this. • Old buildings given new lease of life <p><i>Candidates do not have to address all these points</i></p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-4	<p>Basic responses that are mainly descriptive with limited evaluation and/or application.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	5-7	<p>Responses with some evaluation or application. Responses may have clear application and some evaluation or some application and clear evaluation. Some aspects may be theoretical. Some reference to characteristics of rejuvenation stage may be inferred.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	8 - 10	<p>Focused responses with sustained evaluation and application. Characteristics of rejuvenation clear. Range of positive impacts. At this level candidates likely to reflect that there may be some aspects that are not wholly positive.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Total for Question 1 – 30 marks

Question Number	Answer	Mark
2(a)	<p>Three marks available - up to two marks for description (for 2 marks must be precisely worded as principle) and up to two marks for example. Max 2 marks overall if principle not evident.</p> <p>Eg.</p> <ul style="list-style-type: none"> • Maximise positive impacts (0) • to protect the environment (1) • to preserve culture (1) • to create jobs for local people (1) • ensure the environment and culture (1) of the area are protected (1) • to promote respect between locals and tourists (2) • to minimise negative economic, environmental and socio-cultural impacts (2) • to create economic benefits for locals and improve their quality of life (2) eg creating jobs in tourism for locals (1) • to promote the conservation of natural and cultural heritage (2) <p>Examples</p> <ul style="list-style-type: none"> • Creating protected areas(1) and restricting access (1) • Creating a nature reserve (1) such as London Wetland Centre (1) <p><i>Examples can be generic or named.</i></p>	(3)

Question Number	Answer	Mark
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<p>2 (b)(i)</p>	<p>Up to 2 marks for ONE appropriate economic objective. Should be worded as an objective. Do not credit for stating principles or impacts.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Create jobs for locals to improve their quality of life (0 – principle) • employment creation/creates jobs/improve employment rates (1) • to benefit from the effects of the multiplier effect (1) • to boost local economies (1) • attract overseas investment (1) • to generate tourism revenue (1) to help rebuild the country (1) • to attract more overseas visitors (1) and increase foreign currency earnings (1) <p><i>Credit any realistic economic objective</i></p>	<p>(2)</p>
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Question Number	Answer	Mark
2 (b)(ii)	<p>Up to 2 marks for appropriate objective. Should be worded as an objective. Do not credit for stating principles or impacts.</p> <p>E.g. Political</p> <ul style="list-style-type: none"> • to make Sri Lanka more well known internationally (1) • to create a national identity (1) • to reassure the world of the country's stability (1) • to create a new identify (1) globally as a peaceful place (1) • to enhance the image of Sri Lanka (1) as a safe tourist destination (1) <p><i>Credit any realistic political objective</i></p>	(2)

Question Number	Indicative Content	
2(c)	<p>Responses may vary but likely to refer to:</p> <p>Reasons for Development Stage – characteristics</p> <ul style="list-style-type: none"> • <u>The number of tourists keeps increasing</u> - 2011 over 800,000 visited Sri Lanka a huge increase of almost 40% on previous year. • <u>Tourists are attracted by natural and cultural attractions</u> – <i>unspoilt beaches and areas of outstanding natural beauty</i> • <u>More facilities are provided</u> e.g. <i>hotels including Hyatt, Marriott and Starwood being built</i> • <u>Improved transport</u> – <i>new road been constructed and new £125m Mattala International airport improving access</i> • <u>Locals become involved in promotion and development</u> eg <i>in Galle and Ella businesses aimed at backpackers, have opened such as internet cafes</i>. It is likely that local people have started these businesses. • <u>Easier access to the destination</u> <i>via new international airport</i> • <u>Now recognised as a tourist destination</u> – <i>surf resorts</i> <p>May refer to characteristics of Involvement Stage.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses that are mainly generalised and/or descriptive. Characteristics of either stage may not be evident.
2	4-6	Justified responses. Statements are supported with links between the characteristics of either stage and Sri Lanka.

Question Number		Indicative Content
* 2(d)(i)		Responses may vary but likely to refer to:
QWC		<p>Positive Impacts</p> <ul style="list-style-type: none"> • Environmental education – Yala National Park • Preserving culture – stilt fishermen, UNESCO sites • Improved quality of life – may refer to money needed to help those still suffering after tsunami • Improvements in infrastructure e.g. new roads and airports benefit local people as well as incoming tourists • Local people can open own businesses to cater for tourists as in Ella <p>Negative impacts</p> <ul style="list-style-type: none"> • Loss of habitat clearing land for hotels and spa resorts • Stilt fishermen won't be able to fish if beaches full of tourists and new hotels • Species already endangered may become extinct – e.g. Sloth Bear • More diving to coral reef destroy coral on east coast and disturb fish • Areas of outstanding natural beauty lost if build on pristine beaches • Previously untouched areas will be spoilt by development • Leakage as profits will go overseas, as international hotel chains such as Hyatt are moving in • Increased noise and pollution with construction • Locals who are very religious may be offended by tourists and inappropriate clothing – Muslim population • May lose traditional lifestyles become westernised <p><i>Credit reference to other, similar destinations at development stage.</i></p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive with limited analysis and/or application.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Responses with some analysis or application. Responses may have clear application and some analysis or some application and clear analysis. Some aspects may be theoretical.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>

3	7-9	<p>Focused responses with sustained analysis and application. Considers both positive and negative impacts. At this level candidates likely to have selected the most relevant impacts applied to the information given.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>
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Question Number	Answer	Mark
2(d)(ii)	<p>Up to 4 marks for each suggestion. Maximum of 3 marks if suggestion is not justified. Should say 'how'. Credit appropriate and realistic suggestions. Do not credit repeats.</p> <p>1 mark for each clear point up to 4 marks 2 marks for each of 2 points with detail 4 marks for 1 justified, integrated response</p> <p>Responses may vary but could relate to:</p> <ul style="list-style-type: none"> • fines (1) • educate tourists (1) on local culture (1) • impose restrictions (1) so that can't dive after 6pm (1) • zone coastal areas (1)for exclusive use by stilt fishermen (1) • limit groups of divers (1) to less than 10 at a time (1) • speed limit (1) for boats (1) • quotas/rules for foreign companies (1) they must employ a certain percentage of local people (1) or pay/support local projects/good causes/charities (1) this will keep money in the local economy (1J)/ help prevent local people resenting tourists (1J) • impose height restrictions (1) eg not higher than palm trees (1) for all new buildings (1) • zoning (1) – only allow diving/surfing in some areas (1) so that some areas are left undisturbed (1J) and protect the marine life (1J) • a code of conduct for divers (1) such as 'don't touch the coral' (1) so they are aware of potential damage (1J) and less likely to destroy it. (1J). <p>Credit valid suggestions</p>	(8)

Total for Question 2 – 30 marks

Question Number	Answer	Mark
3 (a)	<p>Up to 2 marks for description. Credit appropriate examples</p> <p>Eg.</p> <ul style="list-style-type: none"> • Conservation (1) • Regeneration (1) • Improved assets (1) • Landscaping (1) • Habitat preservation (1) • Environmental education (1) for local people and tourists (1) • Regeneration (1) of derelict areas (1) • Areas important for wildlife (1) are protected (1) • Protected areas are created (1) for example nature reserves (1) 	(2)

Question Number	Answer	Mark
3 (a)(ii)	<p>Up to four marks for explanation of 'seasonal unemployment'. Credit appropriate examples.</p> <p>Eg:</p> <ul style="list-style-type: none"> • A negative economic impact (1) • Only summer/winter jobs (1) • People are unemployed in winter (1) • This is where a resort only attracts tourists in the summer/winter (1) so local people are employed then (1) but then there is no work for them in the winter/summer (1) so they cannot earn any money (1)/might have to move away or claim benefits (1) <p>MAX 4</p> <p><i>For full marks must be explained.</i></p>	(4)

Question Number	Answer	Mark
3 (a)(iii)	<p>Up to four marks for explanation of 'decreasing biodiversity'. Credit appropriate examples. Do not credit 'decreasing'.</p> <p>Eg:</p> <ul style="list-style-type: none"> • A negative environmental impact (1) • Species are lost/become extinct (1) • Fewer animals/birds (1) • When an area which once provided a safe habitat for (1) a wide range of different species of plants, birds, animals and insects; therefore rich in terms of its biodiversity (1) now cannot support (1) as many different species as it did before tourism became established (1) • When hotels and attractions are built to develop tourism, natural habitats are lost (1) and some species may not be able to adapt to the changes (1). Also the quality of the environment may deteriorate with increased noise and air and light pollution (1). All this impacts on the wildlife living in an area which can no longer support as many different species as before (1). <p><i>For full marks must be explained and show understanding of biodiversity in terms of range/variety of different species and be linked to tourism</i></p>	(4)

Question Number	Answer	Mark
3 (b)(i)	<p>Up to four marks for explanation. Credit appropriate examples to a maximum of 2 marks. 'Widening access to facilities' is a method of maximising positive socio-cultural impacts – explanations should relate to these, i.e. how locals can benefit.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Improvements to infrastructure/transport (1) • Locals can use the hotel swimming pool (1) • This means that local people (1) can enjoy the facilities built for tourists (1) • 'Widening access to facilities is a way of maximising the positive socio-cultural impacts of tourism (1) because a tourism development plan can consider locals' needs and make sure that their lives and communities are improved by tourism (1). Widening access to facilities could include new or improved healthcare, water supplies and sanitation, or access to education and fitness activities such as swimming (max 1 for list of facilities) that they would not have access to without planned tourism development (1). <p>Examples:</p> <ul style="list-style-type: none"> • A hotel development can open up a membership scheme for local people (1) to use its leisure facilities and arrange swimming lessons (1) • In some instances permission to develop (1) may require that developers build a new school for local children (1) <p><i>Look for development/linkages</i></p> <p><i>For full marks must be explained and relate to maximising positive socio cultural impacts.</i></p>	(4)

Question Number	Answer	Mark
3 (b)(ii)	<p>Up to four marks for explanation.</p> <p>Credit appropriate examples up to 2 marks. Examples of purpose built resorts such as Disneyland/Centre Parcs are not appropriate.</p> <p>Eg.</p> <ul style="list-style-type: none"> • Stops leakage (0) • Maximises positive economic impacts (1) • More money is kept at the destination (1) • Money can be used to improve destination/infrastructure/facilities (1) • Visitors are encouraged to stay longer (1) and pay for accommodation (1) • Creates benefits of multiplier effect (1) as more money spent at destination(1) more money in local economy (1) benefits all businesses (1) • Visitors are encouraged to stay longer (1) perhaps stay for a short break rather than a day trip(1). This means that more money is spent in the destination (1) on things such as accommodation and meals (1) benefiting the local economy (4MAX) <p><i>Look for development/linkages</i></p> <p><i>For full marks must be explained and should relate to maximising positive economic impact/s.</i></p>	(4)

Question Number		Indicative Content
3(c)		<p>No credit for environmentally friendly projects unless about managing tourism impacts.</p> <p>A variety of methods/strategies are likely.</p> <ul style="list-style-type: none"> • Planning/building control • Traffic management (<i>no credit for Congestion charge in London or park and rides unless due to volumes of visitors arriving by car</i>) • Visitor management – numbers restricted • Zoning • Education – guided walks, visitor centres • Low volume - high spend tourism policy • Permits and visa control • Footpath construction • Training opportunities for locals • Use of natural resources • Promotion of 'local' e.g. produce, employment, crafts <p><i>Candidates are not expected to deal with every point</i></p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses that are mainly generalised and/or descriptive. At this level may write about TALC stages.
2	4-6	Responses with explanation and application to chosen destination with some evidence of research. Some aspects may be theoretical however there will be sufficient detail and appropriateness to indicate some research conducted.
3	7-8	Responses with sustained explanation clearly focused on the selected destination. Specific and relevant details are included to show how impacts are managed at the destination.

Question Number	Answer	Mark
3(d)	<p>1 mark for each valid statement that shows how they support responsible tourism. No marks for statements written as principles of responsible tourism or stating impacts. Eg:</p> <ul style="list-style-type: none"> • We promote culture/respect (0) • We employ locals (0 needs to be more specific) • We are eco-friendly (0) • We advise customers on local customs/what to wear (1) • We employ local people as guides on all our tours (1) • We use hotels that are locally managed (1) • We use foods in our hotels that have been sourced locally (1) • We donate money to the local wildlife reserve (1) • We offer training and employment opportunities for local people (1) • We operate a carbon off-set programme (1) 	(4)

Total for Question 3 – 30 marks

Total for Paper – 90 marks